

## REMARKS

Applicant replies to the Office Action mailed on June 30, 2004 within the three month statutory period for response. Claims 1-31 were pending in the application. The Examiner rejects claims 1-9 and 17-31, and objects to claims 10-16. Applicant thanks the Examiner for the indication of allowable subject matter in claims 10-16.

The Examiner rejects claim 10 based on insufficient antecedent basis. To expedite prosecution, Applicant amends claim 10 to correct the antecedent bases, as suggested by the Examiner.

The Examiner next rejects claims 1-9 and 17-32 under 35 U.S.C. 102(e) as being anticipated by Yurkovic (U.S. Patent Number 6,668,353). Applicant respectfully traverses this rejection. Yurkovic is limited to an Internet portal which facilitates dynamic creation of a webpage content based on user preferences. Dynamic content is stored in databases and may include user selected information, such as stock quotes, weather conditions, news, etc. However, Yurkovic does not disclose, teach or suggest, "wherein said public data is determined by private data" as similarly required by amended independent claims 1 and 17. Applicant's amendment to independent claims 1 and 17 are supported in the specification at, for example, page 10, second paragraph which states:

"Internal 120 and external 116 content providers may use information from personal profile data store 124 for many purposes. For example, information may be used for directing marketing efforts towards specific user systems 126. To accomplish that end, user information may be retrieved from personal profile data store 124 and special promotional messages, offers and any other suitable marketing materials are presented to user systems 126, based on that information."

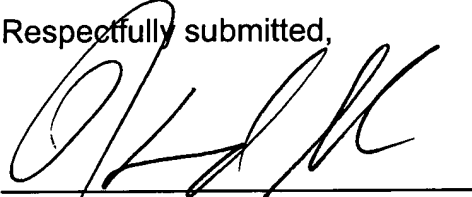
Moreover, Applicant adds new dependent claims 32-36. These claims are supported in the specification and no new matter is added. Claim 34, for example, further clarifies an embodiment of the present invention wherein a user's private data regarding spending habits may influence the selection of public data such as specials on air fare, office supplies, etc.

Along with this Reply, Applicant submits a Supplemental Information Disclosure Statement which includes references disclosed in a European Search Report for the corresponding foreign patent application. Applicant respectfully requests that the Examiner consider this prior art.

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In view of the above remarks and amendments, Applicant respectfully submits that all pending claims properly set forth that which Applicant regards as its invention and are allowable over the cited prior art. Accordingly, Applicant respectfully requests allowance of the pending claims. The Examiner is invited to telephone the undersigned at the Examiner's convenience, if that would help further prosecution of the subject Application. Applicant authorizes and respectfully requests that any fees due be charged to Deposit Account No. 19-2814.

Respectfully submitted,



Howard Sobelman  
Reg. No. 39,038

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**SNELL & WILMER L.L.P.**

400 E. Van Buren  
One Arizona Center  
Phoenix, Arizona 85004  
Phone: 602-382-6228  
Fax: 602-382-6070  
Email: [hsobelman@swlaw.com](mailto:hsobelman@swlaw.com)